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**GENERAL SERVICES ADMINISTRATION
Federal Supply Services
Authorized Federal Supply Schedule Price List**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: GSAAdvantage.gov.

Advertising and Integrated Marketing Solutions (AIMS)

FSC Class: Schedule 541

Contract Number: GS-23F-0071N

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

Contract Period: November 25, 2002 – October 31, 2017 (GS-23F-0071N)

Contractor Information: The AD Store (TK World Wide Group, Inc.)
3325 M Street NW
Washington, DC 20007
Phone: 202.342-0222
Fax: 202.338.0633
E-mail: tina@theadstoredc.com
Web address: www.theadstoredc.com

Contract Administration Source: Tina Bagapor-O'Harrow

Business size: Small, woman-owned

CUSTOMER INFORMATION: The following information should be placed under this heading in consecutively numbered paragraphs in the sequence set forth below. If this information is placed in another part of the Federal Supply Schedule Price List, a table of contents must be shown on the cover page that refers to the exact location of the information.

1a. Table of award special item numbers (SINs):

- 541-1 – Advertising Services
- 541-2 – Public Relations Services
- 541-4A – Market Research and Analysis Services
- 541-4B – Video/Film Production Services
- 541-4F – Commercial Art and Graphic Design
- 541-5 – Integrated Marketing Services
- 541-1000 – Other Direct Costs



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1b. Identification of the lowest priced labor category/service:

<u>SIN</u>	<u>Labor Category</u>	<u>Rate</u>
541-1	Account Coordinator	\$66.58 hr.
541-2	Account Coordinator	\$66.58 hr.
541-4A	Account Coordinator	\$66.58 hr.
541-4B	Account Coordinator	\$66.58 hr.
541-4F	Account Coordinator	\$66.58 hr.
541-5	Account Coordinator	\$66.58 hr.
541-1000	Videotape & Dubs	\$35.60 ea.

1c. Description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services. (See pages 12-15)

- 2. Maximum order:** \$1,000,000 per SIN / per Order
- 3. Minimum order:** \$100.
- 4. Geographic coverage:** 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington DC, and U.S. Territories.
- 5. Point of production:** Washington, DC
- 6. Discount:** Net Prices (Discount deducted)
- 7. Quantity discounts:** None
- 8. Prompt payment terms:** NET 30
- 9a. Government purchase cards below the micro-purchase threshold:**
Government purchase cards are accepted below the micro-purchase threshold of \$2500.
- 9b. Government purchase cards above the micro-purchase threshold:**
Government purchase cards are accepted above the micro-purchase threshold of \$2500
- 10. Foreign items:** NA
- 11a. Time of delivery:** As per task order



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- 11b. Expedited delivery:** The customer may contact The AD Store for rates for expedited delivery
- 11c. Overnight and 2-day delivery:** The customer may contact The AD Store for rates for overnight and 2-day delivery
- 11d. Urgent requirements:** When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract. You may also contact the Contractor's representative to effect a faster delivery.
- 12. F.O.B. points:** Destination.
- 13a. Ordering address:**
... The AD Store
3325 M Street NW
Washington, DC 20007
Phone: 202.342-0222
Fax: 202.338.0633
E-mail: tina@theadstoredc.com
Web address: www.theadstoredc.com
- 13b. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) and a sample BPA can be found at the GSA/FSS homepage (fss.gsa.gov/schedules).
- 14. Payment address:**
The AD Store
3325 M Street NW
Washington, DC 20007
- 15. Warranty provision:** The contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
- 16. Export packing charges:** N/A.



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17. **Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** N/A.
18. **Terms and conditions of rental, maintenance and repair:** N/A.
19. **Terms and conditions of installation:** N/A.
20. **Terms and conditions of repair parts, etc.:** N/A.
- 20a. **Terms and conditions for any other services:** N/A.
21. **List of service and distribution points:** N/A.
22. **List of participating dealers:** N/A.
23. **Preventive maintenance:** N/A.
24. **Year 2000 (Y2K) compliment:** Yes.
- 24a. **Environmental attributes:** N/A.
- 24b. **Section 508 compliance:** Where required by an ordering agency purchase order, the AD Store will comply with current Section 508 standards on Electronic and Information Technology (EIT) services/products. Further information on EIT standards can be found at www.section508.gov/.
25. **Data Universal Number (DUNS):** 124011664
26. **Registration in the Central Contractor Registration (CCR) database:**
The AD Store is registered in the CCR database.

Rebate of media commissions: The AD Store agrees to rebate any and all media commissions back to the ordering agency. The AD Store will charge the Government by projects in the same manner it charges for other services under the labor/task categories. Any commissions provided by media placement will (a) be either returned to the ordering agency or (b) be applied as a credit to the cost of the project, whatever the ordering agency prefers.



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The AD Store Price List

SIN 541-1 – Advertising Services

Labor/Task Category	Per Unit	Government Rate
Agency Principal	Hour	\$155.36
Account Planner	Hour	\$88.78
Account Supervisor	Hour	\$110.97
Account Manager	Hour	\$110.97
Account Coordinator	Hour	\$66.58
Media Planner	Hour	\$119.85
Media Buyer	Hour	\$110.97
Media Estimator	Hour	\$71.02
Creative Director	Hour	\$133.17
Copywriter	Hour	\$146.48
Traffic Manager	Hour	\$71.02
Creative Development Specialist	Hour	\$155.36
Creative Researcher	Hour	\$88.78
Research/List Manager	Hour	\$88.78
Advertising Strategist	Hour	\$155.36
Media Program Specialist	Hour	\$133.17
Public Relations Coordinator	Hour	\$79.90
Promotions Manager	Hour	\$119.55
Project Manager	Hour	\$110.97
Copy Editor	Hour	\$88.78
Email Programmer	Hour	\$110.97
Email Marketing Specialist	Hour	\$133.17
Art Director	Hour	\$133.17
Photography Director	Hour	\$119.55
Designer	Hour	\$133.17
Photographer	Hour	\$221.94
Illustrator	Hour	\$133.17
Photo Scan Technician	Hour	\$88.78
Print Production Manager	Hour	\$110.97
Photo Makeup/Stylist	Day	\$443.89
Concept Developer	Hour	\$155.36
Marketing Strategist	Hour	\$155.36
Marketing Researcher	Hour	\$110.97
Marketing Planner	Hour	\$133.17
Marketing-Brand Developer	Hour	\$157.50
Brand Vendor Coordinator	Hour	\$66.58
Creative Consultant	Hour	\$133.17
Producer	Hour	\$155.36
Director	Hour	\$178.00
Script Writer	Hour	\$146.48
Sound Designer	Hour	\$164.65
Audio/EFX Mixer	Hour	\$289.25
Computer Animator	Hour	\$200.25



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Labor/Task Category	Per Unit	Government Rate
Broadcast Designer	Hour	\$155.36
Broadcast Researcher	Hour	\$110.97
Video/QuickTime Compressionist	Hour	\$88.78
Videotape Logger	Hour	\$88.78
Off-Line Editor	Hour	\$133.17
Stylist/Makeup Artist	Day	\$443.89
Spot Distributor	Hour	\$88.78
Production Manager	Hour	\$110.97
DVD Author	Hour	\$133.17
Creative Consultant	Hour	\$133.17

541-2 Public Relations Services

Labor/Task Category	Per Unit	Government Rate
Agency Principal	Hour	\$155.36
Public Relations Specialist	Hour	\$146.48
Public Relations Strategist	Hour	\$155.36
Public Relations Writer	Hour	\$79.90
Media Program Specialist	Hour	\$133.17
Public Relations Coordinator	Hour	\$79.90
Copywriter	Hour	\$146.48
Copy Editor	Hour	\$88.78
Research/List Manager	Hour	\$88.78
Project Manager	Hour	\$110.97
Account Manager	Hour	\$110.97
Account Coordinator	Hour	\$66.58
Email Programmer	Hour	\$110.97
Email Marketing Specialist	Hour	\$133.17
Photography Director	Hour	\$119.55
Photographer	Hour	\$221.94
Photo Makeup/Stylist	Day	\$443.89
Event Creative Specialist	Hour	\$155.36
Script Writer	Hour	\$146.48
Broadcast Researcher	Hour	\$110.97
Videotape Logger	Hour	\$88.78
Off-Line Editor	Hour	\$133.17
Event Coordinator	Hour	\$66.58
Event Planner	Hour	\$88.78
Creative Consultant	Hour	\$133.17

SIN 541-4A – Market Research and Analysis Services

Labor/Task Category	Per Unit	Government Rate
Agency Principal	Hour	\$155.36
Account Planner	Hour	\$88.78
Account Supervisor	Hour	\$110.97
Account Manager	Hour	\$110.97
Account Coordinator	Hour	\$66.58
Media Planner	Hour	\$119.55



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Labor/Task Category	Per Unit	Government Rate
Media Buyer	Hour	\$110.97
Copywriter	Hour	\$146.48
Research/List Manager	Hour	\$88.78
Project Manager	Hour	\$110.97
Copy Editor	Hour	\$88.78
Print Copywriter	Hour	\$146.48
Photographer	Hour	\$221.94
Marketing Strategist	Hour	\$155.75
Marketing Researcher	Hour	\$110.97
Marketing Planner	Hour	\$133.17
Marketing-Brand Developer	Hour	\$155.36
Brand Vendor Coordinator	Hour	\$66.58

SIN 541-4B – Video/Film Production Services

Labor/Task Category	Per Unit	Government Rate
Agency Principal	Hour	\$155.36
Concept Developer	Hour	\$155.36
Producer	Hour	\$155.36
Director	Hour	\$177.56
Script Writer	Hour	\$146.48
Director of Photography	Hour	\$119.55
Production Manager	Hour	\$110.97
Account Manager	Hour	\$110.97
Account Coordinator	Hour	\$66.58
Creative Researcher	Hour	\$88.78
Art Director	Hour	\$133.17
Computer Animator	Hour	\$199.75
Broadcast Designer	Hour	\$155.36
Photographer	Hour	\$221.94
Illustrator	Hour	\$133.17
Sound Designer	Hour	\$164.24
Audio/EFX Mixer	Hour	\$288.53
Broadcast Researcher	Hour	\$110.97
Video/QuickTime Compressionist	Hour	\$88.78
Videotape Logger	Hour	\$88.78
Off-Line Editor	Hour	\$133.17
Stylist/Makeup Artist	Day	\$443.89
Spot Distributor	Hour	\$88.78
DVD Author	Hour	\$133.17
Television/Film Creative Consultant	Hour	\$133.17

SIN 541-4F – Commercial Art and Graphic Design

Labor/Task Category	Per Unit	Government Rate
Agency Principal	Hour	\$155.36
Creative Director	Hour	\$133.17



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Labor/Task Category	Per Unit	Government Rate
Print Copywriter	Hour	\$146.48
Art Director	Hour	\$133.17
Designer	Hour	\$133.17
Print Production Manager	Hour	\$110.97
Account Manager	Hour	\$110.97
Traffic Manager	Hour	\$71.02
Account Coordinator	Hour	\$66.58
Photography Director	Hour	\$119.55
Photographer	Hour	\$221.94
Illustrator	Hour	\$133.17
Creative Researcher	Hour	\$88.78
Research/List Manager	Hour	\$88.78
Copy Editor	Hour	\$88.78
Photo Scan Technician	Hour	\$88.78
Concept Developer	Hour	\$155.36
Creative Consultant	Hour	\$133.17

SIN 541-5 – Integrated Marketing Services

Labor/Task Category	Per Unit	Government Rate
Agency Principal	Hour	\$155.36
Account Planner	Hour	\$88.78
Account Supervisor	Hour	\$110.97
Account Manager	Hour	\$110.97
Account Coordinator	Hour	\$66.58
Media Planner	Hour	\$119.55
Media Buyer	Hour	\$110.97
Media Estimator	Hour	\$71.02
Creative Director	Hour	\$133.17
Copywriter	Hour	\$146.48
Traffic Manager	Hour	\$71.02
Creative Development Specialist	Hour	\$155.36
Creative Researcher	Hour	\$88.78
Research/List Manager	Hour	\$88.78
Advertising Strategist	Hour	\$155.75
Public Relations Specialist	Hour	\$146.48
Public Relations Strategist	Hour	\$155.36
Public Relations Writer	Hour	\$79.90
Media Program Specialist	Hour	\$119.55
Public Relations Coordinator	Hour	\$79.90
Promotions Manager	Hour	\$119.55
Project Manager	Hour	\$110.97
Copy Editor	Hour	\$88.78
Email Programmer	Hour	\$110.97
Email Marketing Specialist	Hour	\$133.17
Kiosk Integrator	Hour	\$133.17
Multimedia Programmer	Hour	\$133.17
Web Site Designer	Hour	\$110.97



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Labor/Task Category	Per Unit	Government Rate
Web Site Programmer	Hour	\$133.17
Art Director	Hour	\$133.17
Photography Director	Hour	\$119.55
Print Copywriter	Hour	\$146.48
Designer	Hour	\$133.17
Photographer	Hour	\$221.94
Illustrator	Hour	\$133.17
Disc Preparer	Hour	\$88.78
Photo Scan Technician	Hour	\$88.78
Print Production Manager	Hour	\$110.97
Photo Makeup/Stylist	Day	\$443.89
Event Creative Specialist	Hour	\$155.36
Concept Developer	Hour	\$155.36
Producer	Hour	\$155.36
Director	Hour	\$177.56
Script Writer	Hour	\$146.48
Sound Designer	Hour	\$164.24
Audio/EFX Mixer	Hour	\$288.53
Computer Animator	Hour	\$199.75
Broadcast Designer	Hour	\$155.36
Broadcast Researcher	Hour	\$110.97
Video/QuickTime Compressionist	Hour	\$88.78
Videotape Logger	Hour	\$88.78
Off-Line Editor	Hour	\$133.17
Stylist/Makeup Artist	Day	\$443.89
Spot Distributor	Hour	\$88.78
Production Manager	Hour	\$110.97
DVD Author	Hour	\$133.17
Marketing Strategist	Hour	\$155.36
Marketing Researcher	Hour	\$110.97
Marketing Planner	Hour	\$133.17
Marketing-Brand Developer	Hour	\$155.36
Brand Vendor Coordinator	Hour	\$66.58
Event Coordinator	Hour	\$66.58
Event Planner	Hour	\$88.78
Creative Consultant	Hour	\$133.17

SIN 541-1000 - Other Direct Costs (ODCs):

The table below shows additional common Other Direct Costs (ODCs) incurred during our client projects. These ODCs and prices are applicable for all proposed SINs

Description	Per Unit	Government Rate
EFP Betacam Production	Day	\$1290.50
Post Production Editing Room Rental	Hour	\$200.25
Videotape & Dubs	Each	\$35.60
Production Insurance	Job	1.5-3%

SIN 541-1000 – Other Direct Costs



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Full service advertising and Public relations campaign

- Advertising Campaign Concept development
- Public relations strategy
- Brand development and strategy
- Print advertising creative for newspaper, magazine and brochure
- Radio commercials
- Copy writing
- Monthly PR actions
- Design and layout
- Final art delivered hi-res on disk w/printer proofs

National Radio advertising campaign and sweepstakes

- Sweepstakes development
- Brand licensing management
- National sports talent negotiations
- National media plan and buy
- 3 national networks
- 6 state networks
- 27 Heavy-up markets with 212 stations
- :60 Radio / :30 Radio
- Coordination of local radio remotes and promos
- Promotional item giveaways
- Radio commercial production
- Original scored music
- Spot distribution
- Scratch and win cards
- Point of purchase marketing
- Outdoor banners and signage
- Flash web banner ads

National Direct mail campaign

- 80,000 piece Direct Mail program
- Project management
- Printing and letter-shop of 80,000 - 5 piece #10 packages
- List brokerage and list management
- Total fulfillment
- Postage not included

National Television and Radio commercials

- Concept and creative development
- Storyboards and scripts
- Produced (2) :30 television commercials, (1) :60 and (1) :30 radio spots
- Post production
- Scored original music
- Full sound design and efx mix
- Voice over buy-out
- Logo animation

Media research and planning

- Media research
- Analysis
- Media planning

National Television and Radio commercials

- Concept and creative development
- Storyboards and scripts
- Produced (3) :30 television commercials, (2) :60 radio spots and an 8-minute Video press kit (VPK)
- Shot in 24fps HDTV cine-alta on location
- Video Post production
- Scored original music
- Full sound design and efx mix
- Voice over buy-out
- (35) actor-audience extras

Outdoor advertising

- Concept and design of 4 x localized executions
- 2 final configurations
- Outdoor billboard 30 Sheets
- King Bus, Taxi Tops, Bus backs
- San Francisco, Los Angeles, Chicago and Boston
- Photo research and rights
- Color printer proofs
- Copywriting
- Final art delivered hi-res on disk w/printer proofs
- Media not included

Press and Public relations

- 12 month PR services
- Monthly press releases
- Media advisories
- Event promotion
- Press junkets and Press conferences
- Television news Live shot coordination
- Press Kits
- Point of contact for media interviews

Design for Advertising and direct mail

- Concept and design
- Design and layout of 4/4 color 4 panel brochure
- Photo research
- Design and layout of magazine print ads, B&W and 4 color
- Color printer proofs
- Copy writing
- Design and layout of a 4 color program poster
- Counter cards for use at the Olympics retail sales centers
- Design and layout of a 4/1 color take one
- Design and layout of Press Kit Color Inserts
- Final art delivered hi-res on disk w/printer proofs

Design of Catalog

- Design and layout of 56 page catalog
- Color proofing
- Final delivery hi-res on disc
- Hi-res scans of 140+ images for the final printing
- Create film and proof 1 x 56 pages of 4 color booklet
- Print 150 units

Design of Marketing Journal

- Design and layout of high end 8.5 x 11 Journal
- 8 page saddle stitched
- Mailed within an envelope
- Copy writing and editing
- Printing of 10,000 units

JOB DESCRIPTIONS**JOB TITLE: Creative Director**

Minimum/General Experience: 15 years in design with all forms of media - print, video, web, CD, etc.

Functional Responsibility: The Creative Director works with the project coordinator / manager, designers and programmers to guide projects through the production process while keeping the client's vision as our primary focus. Has extensive experience in creating effective solutions and directing personnel and resources to achieve award-winning results. Proven ability to creatively and cost effectively utilize tools and techniques for crafting communications.

Minimum Education: BFA Graphic Design. Minimum training: must be proficient at with the latest technologies in printing, graphic design, photography and video production.

JOB TITLE: Art Director

Minimum/General Experience: 10 years agency experience working on internal teams and client interaction.

Functional Responsibility: Works with the designers and programmers to guide projects through the production process while keeping the client's vision as our primary focus. Has experience producing compelling designs for a variety of mediums. Highly proficient in creating custom designs based on the client's needs for Websites, Web-based presentations, multimedia CD-ROMs, and DVD-ROMs, PowerPoint, as well as print collateral and packaging design. She possesses excellent problem solving and technical skills. Works in Flash, Photoshop, Quark XPress, Adobe Illustrator, Fireworks, Go-Live, PageMaker, PowerPoint, Word, Dreamweaver.

Minimum Education: BFA in Graphic Design. Minimum training: proficient in lasted graphic arts programs and applications as well as typography, art history, freehand drawing and photography.

JOB TITLE: Web Designer

Minimum/General Experience: Seven years experience in graphic communications design with a minimum 5 years experience specifically designing Web site and multimedia interfaces.

Functional Responsibility: Work with others to create a wide variety of commercial, organizational, technical and educational Web sites. Design overall "look" including graphics and typography, create all navigation, and incorporate content. Incorporate client requirements and user feedback into design revisions, in order to realize completed artwork, animation, and content styles for entire Web

sites and interactive multimedia presentations. Knowledge of professional Web design programs, including Adobe Photoshop, and Macromedia Dreamweaver and Flash. Understanding of the role of Web design in overall communications strategy and brand awareness. Thorough knowledge in the use of state-of-the art Web technology, including content management solutions, e-commerce. Has direct skills in Web art production (file preparation) and Web code development, such as HTML, CSS, and various standard scripting languages.

Minimum Education: Bachelors degree in communications or design related field. Certified in web programming.

JOB TITLE: Account Manager

Minimum/General Experience: 15 years of sales experience related to selling and managing marketing, design and printing services. 15 years experience with project management responsibilities related to branding and visual design campaigns and publication design. Has expertise in all types of printing processes. 10 years experience with print buying and management.

Functional Responsibility: Develop budgets, schedules and write proposals for client engagements.. Meet with client to determine best process for achieving goals. Bring together team of experts to consult with clients. Account manager acts as liaison between client, and the design team. The account manager also oversees printing and other outside services.

Minimum Education: Undergraduate degree in liberal arts, business or communications.

JOB TITLE: Senior Designer Minimum/General Experience: Minimum 10 years experience in all aspects of design, including hands-on software program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Experience in preparing and presenting design comprehensives. Experience in a broad range of design services including publications, marketing, advertising and branding design. Excellent written and verbal communication skills.

Functional Responsibility: Develop creative concepts for visual communication in various print media, including magazines, books, marketing collateral and branding. Work closely with account manager, client and production artist to produce high quality work, within budget and deadline. Write specifications for printing, choose paper, inks and work closely with printers to achieve desired results.

Minimum Education: Bachelor s degree in design. Graduate degree or 10 years experience as a designer in a variety of product areas.

JOB TITLE: Web Developer Minimum/General Experience: Five years of experience designing and coding HTML pages and preparing Web-ready graphics files. Strong knowledge of Web-related technologies and techniques. Skilled in HTML, JavaScript, and additional Web-standard scripting languages and template building techniques. Knowledge and experience with a variety of production tools, technologies, and techniques for design and development including Adobe Photoshop and Illustrator, and Macromedia Dreamweaver and Flash. Understanding of GIF/JPEG production and optimization, browser-safe colors, effective layout, typography, and usability standards for Web sites. Knowledge of



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usability/accessibility standards of user interface development; may work with development tools that aid in this process.

Functional Responsibility: Work with others to create a wide variety of commercial and organizational Web sites. Help develop structure of site and directories. Create navigation, code templates and work closely with Web producers and Web designers to achieve highest quality work. Incorporate content, test sites on multiple platforms/browsers, and assist in the configuration of Web server settings. Update the site as required.

Minimum Education: Bachelor s degree in liberal arts or science.

JOB TITLE: Designer

Minimum/General Experience: Minimum 5 years experience in all aspects of design, including hands-on software program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Experience in preparing and presenting design comprehensives. Experience in a broad range of design services including publications, marketing, advertising and branding design. Excellent written and verbal communication skills.

Functional Responsibility: Develop creative concepts for visual communication in various print media, including magazines, books, marketing collateral and branding. Work closely with account manager, client and production artist to produce high quality work, within budget and deadline. Write specifications for printing, choose paper, inks and work closely with printers to achieve desired results. Review bluelines.

Minimum Education: Bachelor s degree in design. Graduate degree or 5 years experience as a designer in a variety of product areas.

JOB TITLE: Prepress Production Artist

Minimum/General Experience: Minimum 5 years experience in all aspects of print production, including hands-on program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Must have thorough knowledge of the printing process, color, and scanning techniques.

Functional Responsibility: Print color proofs, prepare comprehensives, and pre-flight all files before going to press. Review lasers and files for best quality and printability. Oversee press inspections and review bluelines.

Minimum Education: Bachelor s degree in design or 5 years experience in hands-on production.

JOB TITLE: Graphic Production Artist

Minimum/General Experience: Minimum 5 years experience in all aspects of print production, including hands-on program expertise in QuarkXpress, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Must have thorough knowledge of the printing process.

Functional Responsibility: Work closely with senior designers and account managers to produce a variety of printed projects from magazines, books and technical reports to advertising and marketing collateral. Print color proofs, prepare comprehensives, and flight check all files before going to press.

Minimum Education: Bachelor s degree in design or High School Diploma plus 5 years experience in hands on production.



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JOB TITLE: Office Manager

Minimum/General Experience: 10 years corporate office administrative experience. Accounts receivable and payroll experience, knowledge of Microsoft

Excel and Word. **Functional Responsibility:** General office administration, including payroll and bookkeeping management. Produce payroll checks, administer accounts receivable and payables, keep track of employee leave, update employee manual, order office supplies, purchase stock photos for design projects, arrange deliveries, enter time for outside costs for client projects. **Minimum Education:** Liberal arts or business degree, or minimum 10 years experience.

JOB TITLE: Copy Editor

Minimum/General Experience: Five years experience copy editing for all types of publications, including books, magazines, technical reports. Proficiency in English grammar, spelling and proofreaders marks.

Functional Responsibility: When requested by client, read word for word, page proofs before sending proofs to the client or printer. Review work for layout consistency, proper hyphenation and use of typography. When requested, provide full read through of text for grammar, spelling, and punctuation.

Minimum Education: Bachelor s degree in liberal arts.

JOB TITLE: Proofreader

Minimum/General Experience: Five years experience proofreading for all types of publications, including books, magazines, technical reports. Proficiency in English grammar, spelling and proofreaders marks. Understanding of best practices in page layout and typography.

Functional Responsibility: Review all work before sending proofs to the client or printer. Review work for layout consistency, proper hyphenation and use of typography. When requested, provide full read through of text for grammar, spelling, and punctuation.

Minimum Education: Bachelor s degree in liberal arts.